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(19) **United States**(12) **Patent Application Publication** (10) **Pub. No.: US 2005/0222901 A1****Agarwal et al.**(43) **Pub. Date:****Oct. 6, 2005**(54) **DETERMINING AD TARGETING
INFORMATION AND/OR AD CREATIVE
INFORMATION USING PAST SEARCH
QUERIES****Publication Classification**(51) **Int. Cl.⁷** **G06F 17/60**(52) **U.S. Cl.** **705/14**(76) **Inventors:** **Sumit Agarwal**, San Carlos, CA (US);
Pearl Renaker, San Francisco, CA
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CA (US)(57) **ABSTRACT**

Ad information, such as ad targeting keywords and/or ad creative content for example, may be determined using aggregated selected document-to-query information associations. For example, popular terms and/or phrases also associated with a selected document may be used as ad targeting keywords and/or ad creative content for an ad having the document as a landing page. Query information may be tracked on a per document level, a per domain level, etc. The determined ad information may be used to automatically populate an ad record, or may be provided to an advertiser as suggested or recommended ad information.

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